

INSTITUTIONAL RESEARCH

DiagnosticsINITIATION REPORT

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ProPhase Labs (NASDAQ: PRPH)

January 20, 2021

BUY: A Saliva Diagnostic for COVID

COVID has changed the world and isn't going away, at least not any time soon. Saliva-based diagnostics are likely to become part of the first line of defense. We expect, annually, to see tens of millions (even hundreds of millions) of tests. ProPhase Labs, a turnaround specialty pharma OTC company, has entered the world of COVID diagnostics and is providing test capacity now with eyes toward expansion. With modest assumptions, which we review in some detail, we see the potential to transform the company. We are initiating coverage with a Buy rating and \$25.00 price target.

The COVID Diagnostic Opportunity: We present some basic assumptions in our model on the market size (U.S.) for COVID. Suffice to say it's a multi-billion-dollar market. As such, even a small piece of the market has the ability to be transformative to a company such as ProPhase. Recognizing the opportunity, the company acquired a CLIA lab (October 2020) capable of processing 1,000 samples in 24 hours (& now expanded to 10k/day). A second lab is set to come on-line with the capability to process up to 50,000 samples per day. We provide a detailed model looking at COVID from a few different views, building a matrix that allows us to understand the impact of assumptions on the number of annual tests and the net margin per test while understanding capacity and other issues. Our model is U.S.-based, but globally, the opportunity is magnitudes larger as well.

A Saliva-Based RT-PCR Diagnostic: COVID & Beyond. A saliva-based test with a high specificity and sensitivity rate coupled with a quick turnaround is ideal. No one likes nasal testing versus a saliva swab. We view testing as critical towards opening up the economy and the globe. We also see the potential for this testing to move beyond COVID to Flu and other respiratory disorders. Our models, for the moment, do not assume other respiratory disorders.

OTC Business Offsets Expenses. The company's current revenues are mainly from the contract manufacturing of OTC healthcare products (principally cold remedy products) combined with the sale of ProPhase's dietary supplement products. The company has developed strong marketing capabilities as represented by its T.K. Supplements product line of dietary supplements. We see this as a good business and one where the management team, particularly the CEO, has demonstrated the ability to turn around both falling business and a company. With that said, we see this business as a means to an end, with the end being diagnostics.

Valuation: We project detailed revenue assumptions in our model out to 2030. We apply a 70% success probability (30% risk cut) to our revenue estimates. On top of this, we apply a 30% risk rate in our Free Cash Flow to the Firm (FCFF), discounted EPS (dEPS), and Sum-of-the-Parts (SOP) models, which are then equal-weighted and averaged and rounded to the nearest whole number to derive our 12-month projected price target of \$25.00.

Risk to our thesis include: (1) commercial; (2) financial; (3) intellectual property; and (4) OEM and/or manufacturing. We review these risks in the Risks Analysis section of this report.

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| Current Price | | | | | | \$11.93 |
|----------------------------|-------|---------------|-----|----------------|-------|----------------|
| Price Target | | | | | | \$25.00 |
| Estimates | | 020E | _ | 021E | | 022E |
| Revenues (\$000s) | \$ | 13,151 | | 60,865 | | 86,032 |
| 1Q March | \$ | 1,888 | \$ | 10,834 | | 21,108 |
| 2Q June | \$ | 3,623 | | 14,506 | | 20,741 |
| 3Q September | \$ | 3,840 | - 1 | 16,292 | | 21,661 |
| 4Q December | _ | 3,800 020E | • | 19,233 021E | _ | 22,522 022E |
| EPS (diluted) | - | (0.13) | \$ | 2.05 | Ś | 2.97 |
| 1Q March | \$ | (0.13) | \$ | 0.33 | \$ | |
| 2Q June | \$ | 0.01 | \$ | 0.33 | \$ | 0.73 |
| 3Q September | \$ | (0.04) | \$ | 0.48 | \$ | 0.71 |
| 4Q December | \$ | (0.04) | | 0.56 | \$ | 0.73 |
| EBITDA/Share | Ģ | (\$0.13) | پ | \$2.05 | ٠ | \$3.46 |
| EV/EBITDA (x) | | -992.0 | | 64.9 | | 38.5 |
| Stock Data | | -332.0 | | 04.5 | | 36.3 |
| 52-Week Range | | \$1.20 | | | | \$16.04 |
| Shares Outstanding (mil.) | | V 2.20 | | | | 12.2 |
| Market Capitalization (mil | .) | | | | | \$145 |
| Enterprise Value (mil.) | -, | | | | | \$133 |
| Debt to Capital | | | | | | 0% |
| Book Value/Share | | | | | | \$2.86 |
| Price/Book | | | | | | |
| Average Three Months Tra | adin | g Volum | e (| K) | | 134 |
| Insider Ownership | | | | | | 24.2% |
| Institutional Ownership | | | | | | 4.0% |
| Short interest (mil.) | | | | | | 0.9% |
| Dividend / Yield | | | | | \$0.0 | 00/0.0% |
| ProPhase Labs, Inc. (I | PRP | H) | | | | |
| Volume (Thousands) | | | | Pric | e (U | SD) |
| ■ Volume — ProPh | acal | ahs Inc | | | | |
| Volume Propri | a30 L | 203, 1110. | | | | 1 6 |
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| 8,000 | ~ | _ | | | | 2 |
| Feb Mar Apr May J | un | Jul Aug S | Sep | Oct Nov | Dec | Jan |
| | | | | Source: F | | |



Model Examples with the Associated Assumptions

Example 1. To predict target valuation for a company pursuing a COVID saliva-based diagnostic, we must understand the market opportunity, the capacity to manufacture tests, and the competitive field. On capacity, we know the company today can run up to 10,000 tests per day, and that capacity is expanding with a new facility for an additional 50,000 samples per day. We assume as demand rises that the company can and will continue to expand its capacity. To balance this, we add in one of our models a capacity utilization factor. It's better to have excess capacity and not use it than to need it and not have it.

- 1. In this capacity-based model, we assume a very conservative net margin per test of just \$30.00.
- 2. The market size in this demonstration is based on the company's test capacity, and to this, we apply a percent capacity utilization factor.
- 3. In all of our models, we multiply results by a probability of success or risk factor; in this case, 70%.

| ProPhase Capacity - Market Share Model | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|--|-----------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Test Capacity per day | 10,000 | 60,000 | 90,000 | 150,000 | 200,000 | 300,000 | 400,000 | 500,000 | 500,000 | 500,000 | 500,000 |
| Annual Covid / Flu Tests | 3,650,000 | 21,900,000 | 32,850,000 | 54,750,000 | 73,000,000 | 109,500,000 | 146,000,000 | 182,500,000 | 182,500,000 | 182,500,000 | 182,500,000 |
| % Capacity Utilization | 90% | 20% | 13% | 7% | 4% | 2% | 1% | 2% | 4% | 5% | 6% |
| Net Margin per test | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 | \$30 |
| Annual Operating Income (\$M) | \$99 | \$131 | \$128 | \$115 | \$88 | \$66 | \$44 | \$110 | \$219 | \$274 | \$329 |
| Risk Adjusted | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% |
| Risk Adjusted Operating Income (\$M) | \$69 | \$92 | \$90 | \$80 | \$61 | \$46 | \$31 | \$77 | \$153 | \$192 | \$230 |

Source: Dawson James estimates

Our assumptions' net result is peak revenues of \$230M in 2030E, with a 6% capacity utilization of 500,000 tests per day, all of which seem like conservative assumptions in our modeling experience. When connected to our operating model and fed to our valuation models, these revenue assumptions, which also assume a high 30% risk rate, translate into a net present value of \$27.00 per share.

Our preference is an opportunity- or population-based model. In these models, we can easily vary the inputs such as % of the population that is tested (e.g., 10%, 20%, 100%, 200%) and the net revenue each test generates for the company (e.g., \$30, \$40, \$50, \$60).

Example 2. We assume 20% of the U.S. population is tested just once annually. We assume \$50.00 per test in net revenue. This results in 2030E revenues of \$255M. This is when washed through the same operating and valuation models (Free Cash Flow to the Firm or FCFF, discounted EPS or dEPS, and Sum of the Parts [SOP]), all at a 30% discount rate, and recall that the revenue models also have a probability of success factor of 70%, so this is like a double discount rate.

| Percent Annual Testing of US Population | Inputs | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|---|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| U.S. Population | | 330,000,000 | 330,000,000 | 333,300,000 | 336,633,000 | 339,999,330 | 343,399,323 | 346,833,317 | 350,301,650 | 353,804,666 | 357,342,713 | 360,916,140 |
| 10% Testing (annual) | 20% | 66,000,000 | 66,000,000 | 66,660,000 | 67,326,600 | 67,999,866 | 68,679,865 | 69,366,663 | 70,060,330 | 70,760,933 | 71,468,543 | 72,183,228 |
| Market Share of Testing | | 0% | 2% | 3% | 5% | 6% | 7% | 8% | 9% | 10% | 10% | 10% |
| No. of Tests | | 0 | 1,320,000 | 1,999,800 | 3,366,330 | 4,079,992 | 4,807,591 | 5,549,333 | 6,305,430 | 7,076,093 | 7,146,854 | 7,218,323 |
| Net Margin per test | \$50 | \$50 | \$51 | \$51 | \$51 | \$51 | \$51 | \$51 | \$51 | \$51 | \$51 | \$51 |
| Annual Operating Income (\$M) | | 0 | 67 | 101 | 170 | 206 | 243 | 280 | 318 | 357 | 361 | 365 |
| Risk Adjusted | | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% |
| Risk Adjusted Operating Income (\$M) | | \$0 | \$47 | \$71 | \$119 | \$144 | \$170 | \$196 | \$223 | \$250 | \$253 | \$255 |

Source: Dawson James estimates

20% & \$50.00: The net result of these assumptions is a net present value of \$25.00 per share.

| | | | % Annual | Testing | | | |
|-------------------|------|------|----------|---------|------|-------|-------|
| Net Rev. per Test | 10% | 20% | 30% | 40% | 50% | 100% | 200% |
| \$30 | \$15 | \$19 | \$23 | \$27 | \$32 | \$53 | \$95 |
| \$40 | \$16 | \$22 | \$27 | \$33 | \$39 | \$67 | \$123 |
| \$50 | \$18 | \$25 | \$32 | \$39 | \$46 | \$81 | \$151 |
| \$60 | \$19 | \$27 | \$36 | \$44 | \$53 | \$95 | \$179 |
| \$70 | \$20 | \$30 | \$40 | \$50 | \$60 | \$109 | \$207 |

Source: Dawson James estimates



Example 3. We assume 50% of the U.S. population is tested just once annually. We can make strong arguments that 50% is low. Many of us who have traveled or visited a hospital have been tested already. One university has just declared testing 3x weekly for students who will be taking classes in person. We walk our price per test down based on volume from \$50.00 to \$40.00 per test in net revenue. This results in 2030E revenues of \$510M. This is when washed through the same operating and valuation models (Free Cash Flow to the Firm or FCFF, discounted EPS or dEPS, and Sum of the Parts [SOP]), all at a 30% discount rate, and recall that the revenue models also have a probability of success factor of 70%, so this is like a double discount rate.

| Inputs | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 330,000,000 | 330,000,000 | 333,300,000 | 336,633,000 | 339,999,330 | 343,399,323 | 346,833,317 | 350,301,650 | 353,804,666 | 357,342,713 | 360,916,140 |
| 50% | 165,000,000 | 165,000,000 | 166,650,000 | 168,316,500 | 169,999,665 | 171,699,662 | 173,416,658 | 175,150,825 | 176,902,333 | 178,671,356 | 180,458,070 |
| | 0% | 2% | 3% | 5% | 6% | 7% | 8% | 9% | 10% | 10% | 10% |
| | 0 | 3,300,000 | 4,999,500 | 8,415,825 | 10,199,980 | 12,018,976 | 13,873,333 | 15,763,574 | 17,690,233 | 17,867,136 | 18,045,807 |
| \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 |
| | 0 | 133 | 202 | 340 | 412 | 486 | 560 | 637 | 715 | 722 | 729 |
| | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% |
| | \$0 | \$93 | \$141 | \$238 | \$288 | \$340 | \$392 | \$446 | \$500 | \$505 | \$510 |

Source: Dawson James estimates

50% x \$40.00: The net result of these assumptions is a net present value of \$39.00 per share.

| | | | % Annual Tes | sting | | | |
|-------------------|------|------|--------------|-------|-------|-------|-------|
| Net Rev. per Test | 10% | 20% | 30% | 40% | 50% | 100% | 200% |
| \$30 | \$15 | \$19 | \$23 | \$27 | \$32_ | \$53 | \$95 |
| \$40 | \$16 | \$22 | \$27 | \$33 | \$39 | \$67 | \$123 |
| \$50 | \$18 | \$25 | \$32 | \$39 | \$46 | \$81 | \$151 |
| \$60 | \$19 | \$27 | \$36 | \$44 | \$53 | \$95 | \$179 |
| \$70 | \$20 | \$30 | \$40 | \$50 | \$60 | \$109 | \$207 |

Source: Dawson James estimates

Example 4. We assume 100% of the U.S. population is tested annually. We maintain the \$40 net profit per test. This results in 2030E revenues of over \$1 billion (\$1,021M). This is when washed through the same operating and valuation models (Free Cash Flow to the Firm or FCFF, discounted EPS or dEPS, and Sum of the Parts [SOP]), all at a 30% discount rate, and recall that the revenue models also have a probability of success factor of 70%, so this is like a double discount rate.

The net result of these assumptions is a net present value of \$67.00 per share.

| Inputs | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 330,000,000 | 330,000,000 | 333,300,000 | 336,633,000 | 339,999,330 | 343,399,323 | 346,833,317 | 350,301,650 | 353,804,666 | 357,342,713 | 360,916,140 |
| 100% | 330,000,000 | 330,000,000 | 333,300,000 | 336,633,000 | 339,999,330 | 343,399,323 | 346,833,317 | 350,301,650 | 353,804,666 | 357,342,713 | 360,916,140 |
| | 0% | 2% | 3% | 5% | 6% | 7% | 8% | 9% | 10% | 10% | 10% |
| | 0 | 6,600,000 | 9,999,000 | 16,831,650 | 20,399,960 | 24,037,953 | 27,746,665 | 31,527,148 | 35,380,467 | 35,734,271 | 36,091,614 |
| \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 | \$40 |
| | 0 | 267 | 404 | 680 | 824 | 971 | 1,121 | 1,274 | 1,429 | 1,444 | 1,458 |
| | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% | 70% |
| | \$0 | \$187 | \$283 | \$476 | \$577 | \$680 | \$785 | \$892 | \$1,001 | \$1,011 | \$1,021 |

Source: Dawson James estimates

100% x \$40.00: The net result of these assumptions is a net present value of \$67.00 per share.

| | | | % Annual | Testing | | | |
|-------------------|------|------|----------|---------|------|-------|-------|
| Net Rev. per Test | 10% | 20% | 30% | 40% | 50% | 100% | 200% |
| \$30 | \$15 | \$19 | \$23 | \$27 | \$32 | \$53 | \$95 |
| \$40 | \$16 | \$22 | \$27 | \$33 | \$39 | \$67 | \$123 |
| \$50 | \$18 | \$25 | \$32 | \$39 | \$46 | \$81 | \$151 |
| \$60 | \$19 | \$27 | \$36 | \$44 | \$53 | \$95 | \$179 |
| \$70 | \$20 | \$30 | \$40 | \$50 | \$60 | \$109 | \$207 |

Source: Dawson James estimates



Valuation: While we do believe the percentage of Americans that are likely to be tested could easily reach 50%, especially when we assume that some folks will be tested multiple times, we select example 2, which assumes that 20% of the U.S. population is tested annually, and we assume a higher margin per test of \$50. Our operating model applies a 70% success probability to the revenue assumptions, and the valuation models, free cash flow to the Firm (FCFF), discounted EPS (dEPS), and Sum-of-the-Parts (SOP) models use a 30% discount rate. The result is equal-weighted and averaged and rounded to the nearest whole number.

Exhibit 1. Free Cash Flow Model

| Average | e \$ | 25 |
|------------|-------|------|
| | | |
| Price Targ | et \$ | 20 |
| Ye | ar | 2021 |
| | | |

DCF Valuation Using FCF (mln): units ('000 - Cnd\$) (1,559) 40,688 67,799 143,498 23,933 82,268 97,063 112,194 127,669 145,796 148,190 Tax Rate 31% EBIT(1-t) (1,559) 23,933 34,585 54,239 61,701 69,886 78,536 88,092 97,579 97,683 99,287 (2,974) Depreciation 253 Change in NWC (4.280)23.933 34.585 54.239 61.701 69.886 78.536 88.092 97.579 97.683 99.287 PV of FCF (5.564) 23,933 15,551 Discount Rate 30% Long Term Growth Rate Terminal Value YE2030 32.608 NPV-Debt 10 11,851 Shares out (thousands) NPV Per Share

Source: Dawson James estimates

Exhibit 2. Discounted EPS Model

| Current Year | 2021 |
|-------------------|------------|
| Year of EPS | 2030 |
| Earnings Multiple | 30 |
| Discount Factor | 30% |
| Selected Year EPS | \$ 8.38 |
| NPV | \$ 24 |

| | | Disco | unt Rate and Ea | rnings Multiple \ 2030 EP | | Constant | |
|----------------------|----|----------|-----------------|------------------------------|---------|------------|-------|
| | | 5% | 10% | 15% | 20% | 25% | 30% |
| Earnings Multiple | 2 | \$10.80 | \$7.11 | \$4.76 | \$3.25 | \$2.25 \$ | 1.58 |
| | 5 | \$27.00 | \$17.76 | \$11.91 | \$8.12 | \$5.62 \$ | 3.95 |
| | 10 | \$54.00 | \$35.53 | \$23.81 | \$16.24 | \$11.24 \$ | 7.90 |
| | 15 | \$81.00 | \$53.29 | \$35.72 | \$24.35 | \$16.87 \$ | 11.85 |
| | 20 | \$108.00 | \$71.06 | \$47.63 | \$32.47 | \$22.49 \$ | 15.80 |
| | 25 | \$135.00 | \$88.82 | \$59.53 | \$40.59 | \$28.11 \$ | 19.75 |
| | 30 | \$162.00 | \$106.58 | \$71.44 | \$48.71 | \$33.73 \$ | 23.70 |
| | 35 | \$189.00 | \$124.35 | \$83.35 | \$56.83 | \$39.35 \$ | 27.65 |

Source: Dawson James estimates

Exhibit 3. Sum-of-the-Parts Model

| Sum of the Parts | LT Gr | Discount Rate | Yrs. to Mkt | % Success | Peak Sales MM's | Term Val |
|------------------|-------|---------------|-------------|-----------|-----------------|----------|
| ОТС | 1% | 30% | 0 | 100% | \$28 | \$98 |
| NPV | | | | | | \$4.13 |
| COVID | 1% | 30% | 1 | 70% | \$329 | \$1,133 |
| NPV | | | | | | \$25.73 |
| Net Margin | | | | | | 50% |
| MM Shrs OS | | | | | | 12 |
| Total | | | | | | \$30 |

Source: Dawson James estimates



Company Description: ProPhase Labs began operations in 1989. The company's historical expertise has been in the OTC consumer healthcare and dietary supplements markets. Products are sold under a brand (TK Supplements®). What's exciting for us is the company's recent creation of "ProPhase Diagnostics." The diagnostics group intends to commercialize COVID-19 and other Respiratory Pathogen Panel (RPP) Molecular tests. Given the technology (a saliva-based assay), we believe the revenue potential could be large. Also, the company has a wholly-owned subsidiary, Pharmaloz Manufacturing, or PMI. PMI is a full-service contract manufacturer and private label developer of a broad range of non-GMO, organic, and natural-based cough drops and lozenges and OTC drug and dietary supplement products. These products are sold today and generate enough revenue to offset the company's annual spend rate.

Exhibit 4. PMI Business is generating revenues today and offsetting expenses.



TK Supplements® is dedicated to promoting better health, energy and sexual vitality.

- We offer a line of dietary supplement products under the TK Supplements® brand, including:
 - LEGENDZ XL®, for male sexual enhancement
 - TRIPLE EDGE XL®, a daily energy and stamina booster
 - SUPER PROSTAFLOW+™, a supplement to support prostate and urinary health

Legendz XL has distribution in Rite Aid, Walgreens and other retailers, and via ecommerce, and is now achieving broader distribution in Q4 2020 at CVS and Walmart. Triple Edge XL, is now gaining retailer acceptance as well.

Source: ProPhase Labs, Inc.



Exhibit 5. ProPhase - Focus Across Three Areas



Source: ProPhase Labs, Inc.



Exhibit 6. ProPhase – We see a growth opportunity in saliva-based diagnostics, especially for COVID.

CLIA Accredited Labs

- Acquired full service Clinical Laboratory Improvement Amendments (CLIA) accredited laboratory in New Jersey in October 2020. Built current capacity to process 10,000 tests per day.
- Announced signing of lease for second CLIA lab in Garden City, NY.
 25,000 square feet. Goal of 50,000 tests per day. To be operational by mid-January.
- Approved for a wide range of important diagnosis, screening and evaluation of diseases, including:
 - COVID-19 viral and antibody tests
 - Respiratory Pathogen Panel (RPP) Molecular tests
 - Influenza
 - Respiratory viruses
 - Pneumonia-causing bacteria
 - Other infectious diseases
- · 24-hour reporting and local same-day molecular lab testing
- Highly competitive pricing and margins with goal to meet or exceed industry norms

Source: ProPhase Labs, Inc.



Exhibit 7. The Science behind the Product

RT-PCR FOR COVID-19 CLINICAL DIAGNOSIS

- The FDA maintains a list of in vitro diagnostic tests for COVID-19 granted Emergency Use Authorization (EUA).
 Only FDA EUA-approved viral diagnostic tests should be used.
- The COVID-19 (RT-PCR) test is a real-time reverse transcription polymerase chain reaction (rRT-PCR) test for the qualitative detection of RNA from both upper and lower respiratory specimens (such as nasal, nasopharyngeal or oropharyngeal swabs, sputum, etc.) collected from individuals suspected of/ screened for COVID-19.
- PCR tests that amplify multiple RNA gene targets are likely to have higher specificity (fewer false positives).
- This test is very accurate by using high throughput machines and the most commonly used COVID-19 testing.
- When compared to antigen test (immunoassays tests designed to identify specific viral protein), antigen tests have higher chance for false negative results and a PCR test would be recommended to confirm a negative antigen test.

SPECTRUM SOLUTIONS:

- First saliva collection device that received FDA emergency use authorization (EUA) for COVID-19 testing.
- ProPhase Labs is a preferred lab for Spectrum Solutions.

There are two steps involved in the Spectrum saliva-based COVID-19 test:

 The process of saliva self-collection, which is required, according to EUA authorization, to be done with the Spectrum SDNA-1000 collection device as below.



Processing of the saliva sample by our CLIA certified lab to detect the presence of active viral infection by sensitive and specific Molecular PCR testing.

Benefits of a saliva-based viral test

Easy, Safe, Convenient

- More comfortable for a patient than a nasal swab (Pain free sample collection).
- Increases patient access to testing for COVID-19 as the patient himself can collect the sample, even at home.
- Safer for healthcare providers and cuts down on the need for PPE (personal protection equipment) as the kit allows 100% inactivation of the live virus.

Source: ProPhase Labs, Inc.



Risk Analysis

Commercial risk. The focus of the company is on successfully developing its products and bringing them to the market. Competition may be intense from external players as well as customers who choose to "build it themselves."

Financial risk. The company may need to raise capital in the marketplace relatively soon. There can be no assurance that the company will be able to raise capital and do so on favorable terms successfully.

Intellectual property risk. The company may have to defend its patents and technical know-how, and there can be no assurances that the patents will not be infringed or will be held as valid if challenged, and the company may infringe on third parties' patents.

OEM and or manufacturing risk. Original Equipment Manufacturers (OEMs) may decide to make products themselves, and, as such, terminate production contracts before completion, creating revenue shortfalls. Manufacturing risks include the ability to produce and do so in a competitive, timely, and efficient way.



Exhibit 8. Income Statement

| PRPH., Inc. Income Statement (\$000) | | | | | | | | | | | | | | | | | | | |
|---|--------|--------|--------|------------------|---------|--------|--------|--------|--------|--------|--------------|---------|---------|---------|---------|---------|--------------|---------------|---------|
| YE Dec. 31 | 1Q20A | 2Q20A | 3Q20A | 4Q20E | 2020E | 1Q21E | 2Q21E | 3Q21E | 4Q21E | 2021E | 2022E | 2023E | 2024E | 2025E | 2026E | 2027E | 2028E | 2029E | 2030E |
| Revenue (\$000) | | | | | | | | | | | | | | | | | | | |
| OTC Consumer Healthcare Products | 1,888 | 3,623 | 3,840 | 3,800 | 13,151 | 3,835 | 2,841 | 3,693 | 3,835 | 14,203 | 15,339 | 16,566 | 17,892 | 19,323 | 20,869 | 22,539 | 24,342 | 26,289 | 28,392 |
| | | | | | | | | | | | | | | | | | | | |
| Other Business | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| COVID & Flu Diagnostics | | | | | | 6,999 | 11,666 | 12,599 | 15,398 | 46,662 | 70,693 | 119,000 | 144,228 | 169,948 | 196,169 | 222,897 | 250,140 | 252,641 | 255,168 |
| | | | | | | | | | | | | | | | | | | | |
| Total Revenues | 1,888 | 3,623 | 3,840 | 3,800 | 13,151 | 10,834 | 14,506 | 16,292 | 19,233 | 60,865 | 86,032 | 135,566 | 162,120 | 189,271 | 217,038 | 245,435 | 274,481 | 278,930 | 283,560 |
| Expenses | | | | | | | | | | | | | | | | | | | |
| COGS | 1,473 | 2,344 | 2,798 | 2,660 | 9,275 | 5,417 | 7,253 | 8,146 | 9,617 | 30,433 | 38,715 | 61,005 | 72,954 | 85,172 | 97,667 | 110,446 | 123,517 | 125,519 | 127,602 |
| % COGS | 78% | 65% | 73% | 70% | 71% | 50% | 50% | 50% | 50% | 50% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Gross Profit | 415 | 1,279 | 1,042 | 1,000 | 3,736 | 5,417 | 7,253 | 8,146 | 9,617 | 30,433 | 47,318 | 74,561 | 89,166 | 104,099 | 119,371 | 134,989 | 150,965 | 153,412 | 155,958 |
| | | | | | | | | | | | | | | | | | | | |
| Sales (Advertising & Marketing) expense | 170 | 125 | 253 | 250 | 798 | 240 | 250 | 250 | 260 | 1,000 | 1,020 | 1,040 | 1,061 | 1,082 | 1,104 | 1,126 | 1,149 | 1,172 | 1,195 |
| General and administrative | 998 | 1,030 | 1,299 | 1,100 | 4,427 | 1,200 | 1,250 | 1,250 | 1,300 | 5,000 | 5,100 | 5,202 | 5,306 | 5,412 | 5,520 | 5,631 | 5,743 | 5,858 | 5,975 |
| Research & Development | 59 | 65 | 57 | 60 | 241 | 120 | 125 | 125 | 130 | 500 | 510 | 520 | 531 | 541 | 552 | 563 | 574 | 586 | 598 |
| Total expenses | 1,227 | 1,220 | 1,609 | 1,410 | 5,466 | 1,560 | 1,625 | 1,625 | 1,690 | 6,500 | 6,630 | 6,763 | 6,898 | 7,036 | 7,177 | 7,320 | 7,466 | 7,616 | 7,768 |
| Operating Profit | (812) | 59 | (567) | (410) | (1,730) | 3,857 | 5,628 | 6,521 | 7,927 | 23,933 | 40,688 | 67,799 | 82,268 | 97,063 | 112,194 | 127,669 | 143,498 | 145,796 | 148,190 |
| Oper Margin | | | | | | | | | | | | | | | | | | | |
| Unrealized gain on debt securities | 11 | 11 | 39 | | 61 | | | | | - | - | - | - | - | - | - | - | - | - |
| Interest expense | 3 | (5) | (41) | | (43) | | | | | - | - | - | - | - | - | - | - | - | - |
| Income discontinued ops | | | 161 | | 161 | | | | | - | - | - | - | - | - | - | - | - | - |
| Other (loss) | | | (8) | | (8) | | | | 7 | - | - | - | - | - | - | - | - | · | - |
| Pre-tax income | (798) | 65 | (416) | (410) | (1,559) | 3,857 | 5,628 | 6,521 | 7,927 | 23,933 | 40,688 | 67,799 | 82,268 | 97,063 | 112,194 | 127,669 | 143,498 | 145,796 | 148,190 |
| Pretax Margin | | | | | | | | | | | 0.400 | 13,560 | 20,567 | 27,178 | 33,658 | 39,578 | 45,919 | 48,113 | 48,903 |
| Income Tax (Benefit) Tax Rate | - | | | | | | | | | | 6,103 15% | 20% | 20,567 | 27,178 | 33,658 | 39,578 | 45,919 | 48,113 33% | 48,903 |
| GAAP Net Income | (798) | 65 | (416) | (410) | (1,559) | 3,857 | 5.628 | 6.521 | 7.927 | 23.933 | 34.585 | 54.239 | 61,701 | 69.886 | 78.536 | 88.092 | 97.579 | 97.683 | 99.287 |
| GAAP-EPS | (0.07) | 0.01 | (0.04) | | (0.13) | 0.33 | 0.48 | 0.56 | 0.68 | 23,933 | 2.97 | 4.64 | 5.27 | 5.96 | 6.68 | 7.48 | 8.27 | 8.26 | 8.38 |
| Non GAAP EPS (dil) | (0.07) | 0.01 | (0.04) | (0.04) (0.04) | (0.13) | 0.33 | 0.48 | 0.56 | 0.68 | 2.05 | 2.97 | 4.64 | 5.27 | 5.96 | 6.68 | 7.48 | 8.27 8.27 | 8.26 | 8.38 |
| Wgtd Avg Shrs (Bas) - '000s | 11,582 | 11,592 | 11.604 | 11.615 | 11,615 | 11,638 | 11,662 | 11.685 | 11.708 | 11,673 | 11.767 | 11.861 | 11,957 | 12,053 | 12,149 | 12,247 | 12,345 | 12,444 | 12,544 |
| Wgtd Avg Shrs (Dil) - '000s | 11,582 | 11,618 | 11,604 | 11,615 | 11,615 | 11,605 | 11,628 | 11,652 | 11,675 | 11,640 | 11,663 | 11,687 | 11,710 | 11,733 | 11,757 | 11,780 | 11,804 | 11,828 | 11,851 |

Source: Dawson James estimates, company reports



Companies mentioned in this report:

Important Disclosures:

Price Chart:



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- Buy: The analyst believes the price of the stock will appreciate and produce a total return of at least 20% over the next 12-18 months.
- Neutral: The analyst believes the price of the stock is fairly valued for the next 12-18 months.
- 3) **Sell**: The analyst believes the price of the stock will decline by at least 20% over the next 12-18 months and should be sold.

The following chart reflects the range of current research report ratings for all companies, followed by the analysts of the Firm. The chart also reflects the research report ratings relating to those companies for which the Firm has performed investment banking services.

| | Company Co | verage | Investment Banking | | | |
|----------------------------|----------------|------------|--------------------|-------------|--|--|
| Ratings Distribution | # of Companies | % of Total | # of Companies | % of Totals | | |
| Market Outperform (Buy) | 22 | 79% | 2 | 9% | | |
| Market Perform (Neutral) | 6 | 21% | 0 | 0% | | |
| Market Underperform (Sell) | 0 | 0% | 0 | 0% | | |
| Total | 28 | 100% | 2 | 7% | | |

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